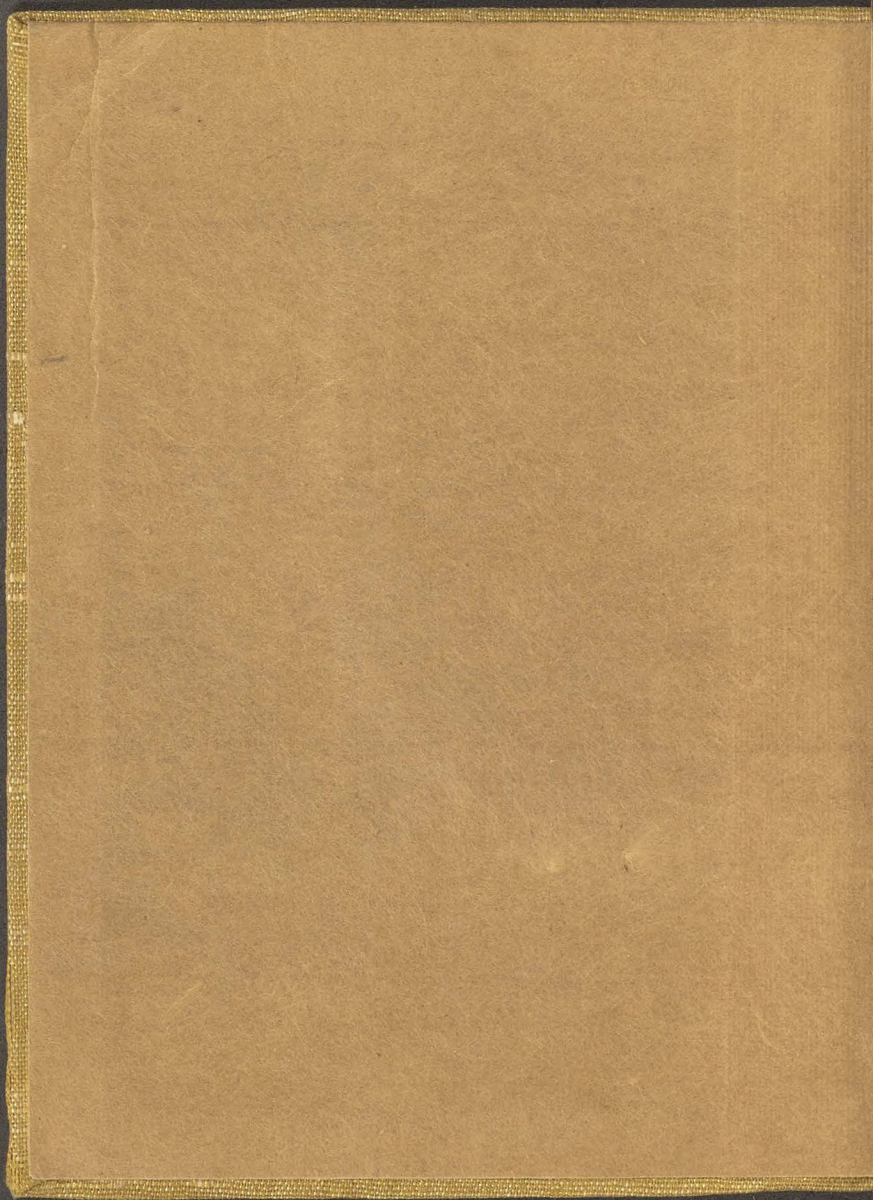
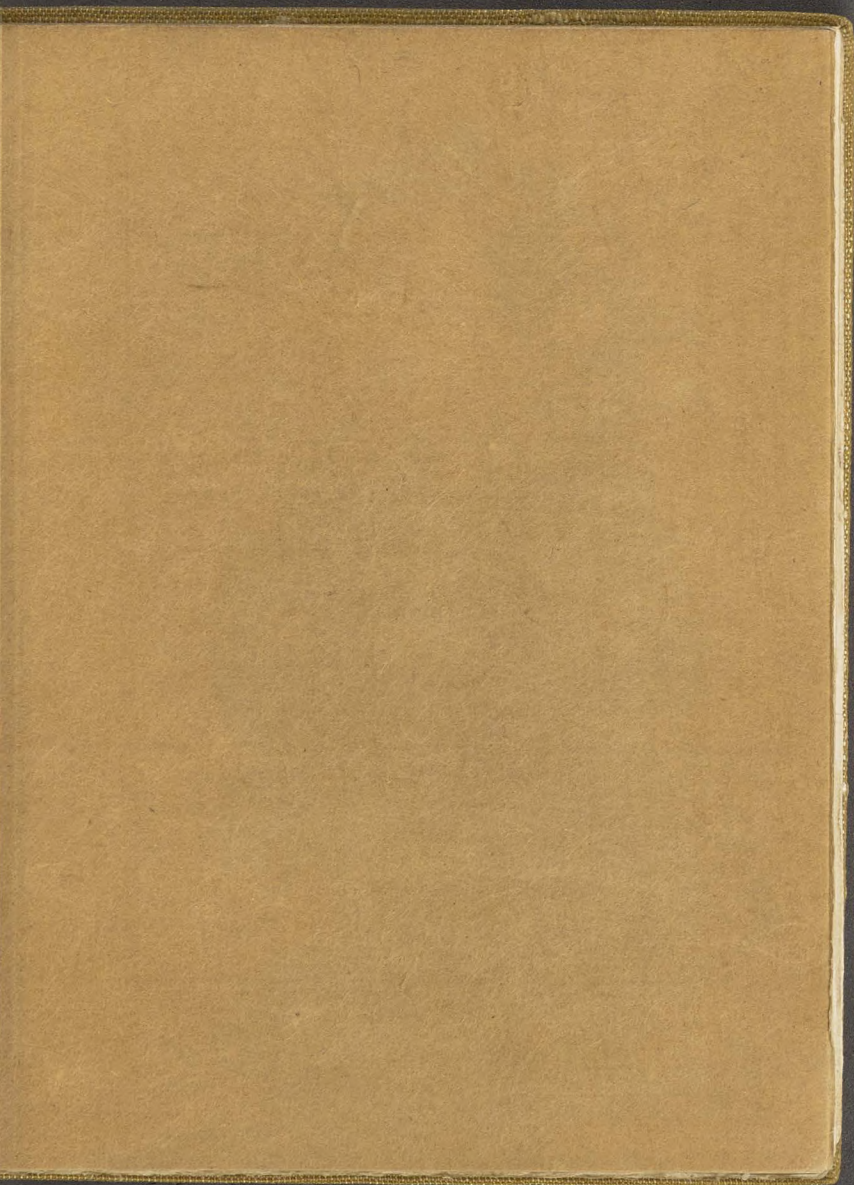


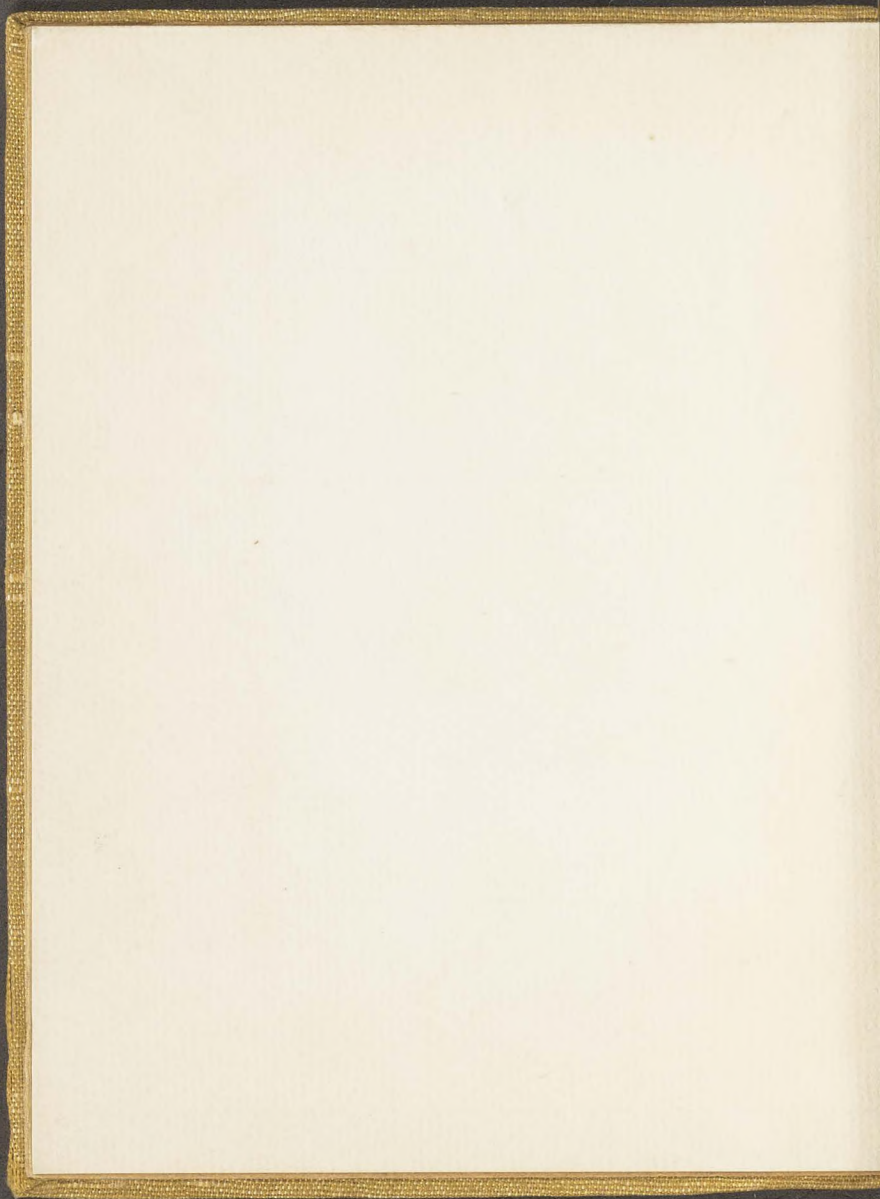
*Through
100
Years*

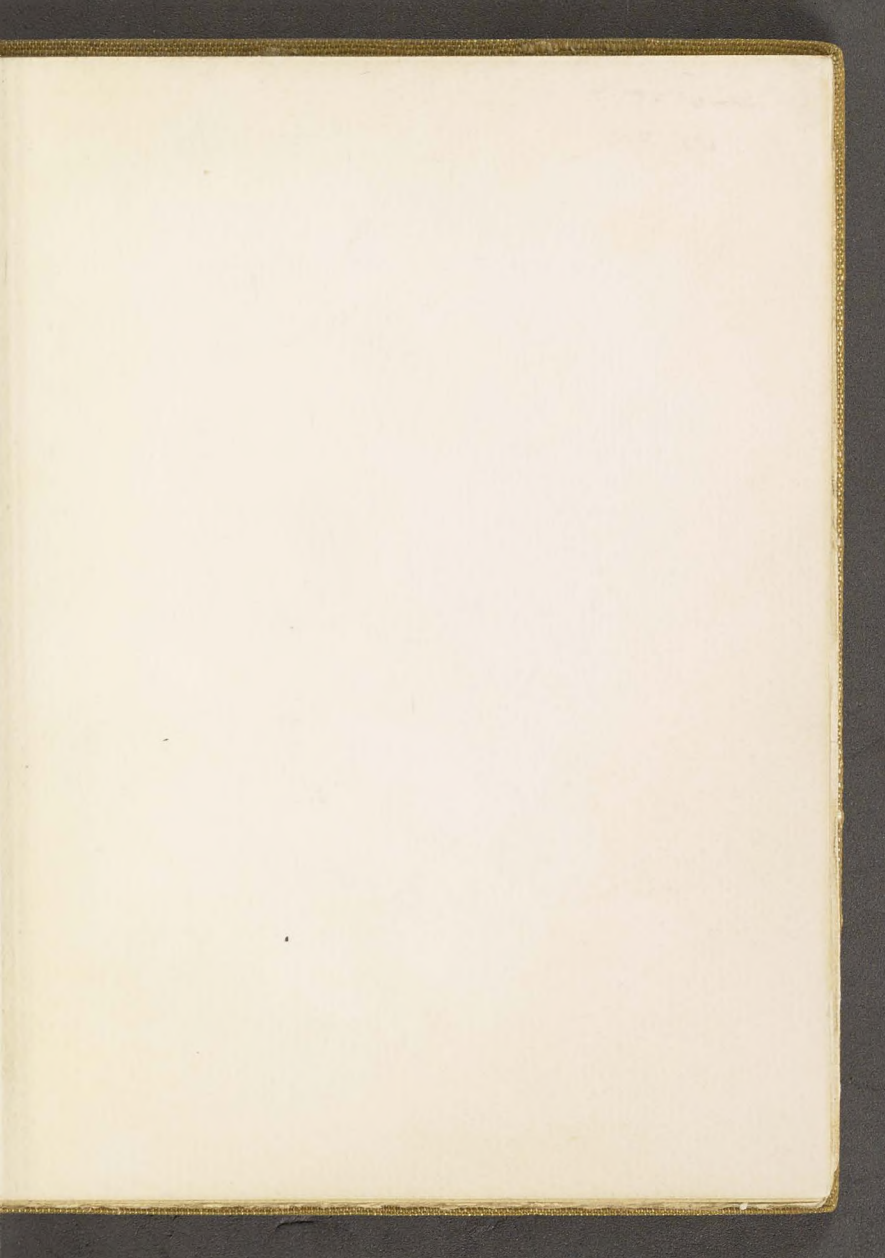
BSF

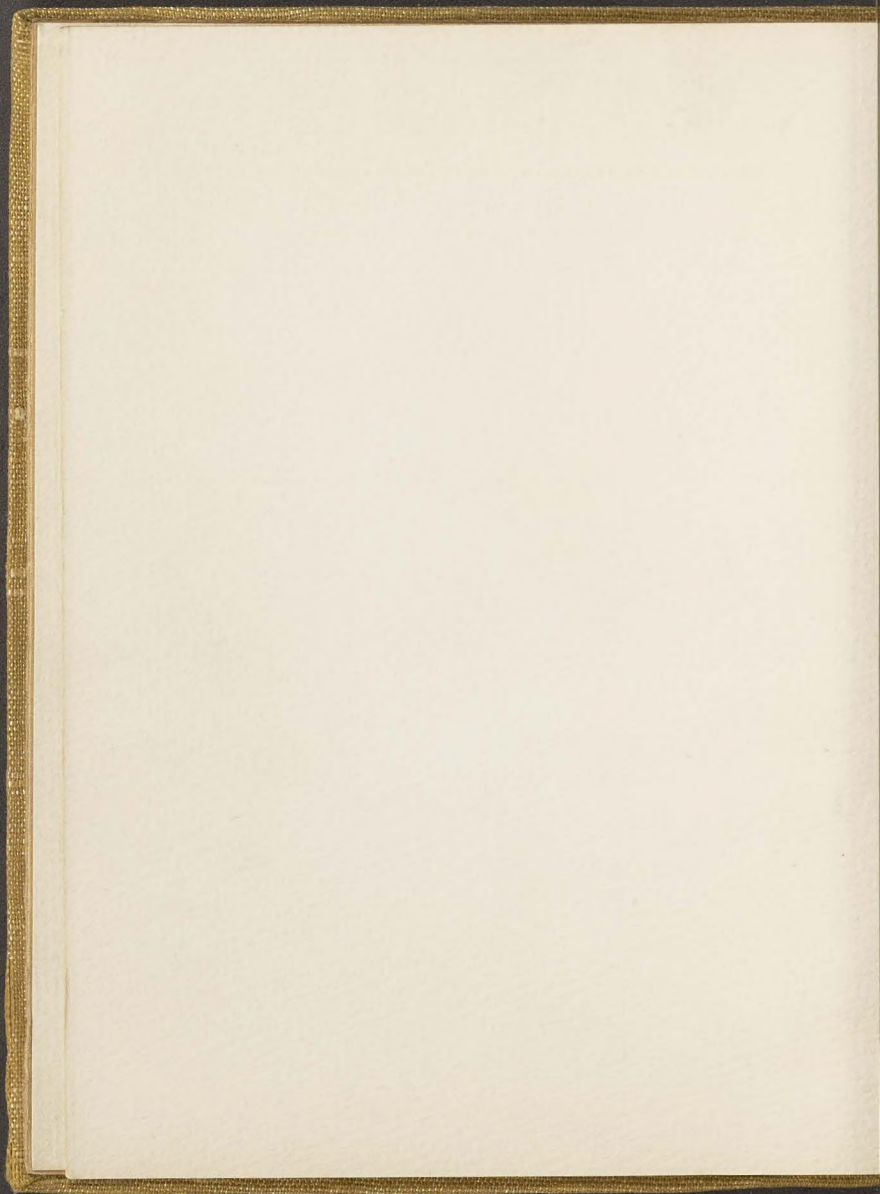
1810 — 1910











THROUGH ONE HUNDRED YEARS



1810-1910



Black, Starr & Frost's Building
436-438 Fifth Avenue
Since 1898

Through One Hundred Years

BEING INTENDED TO
BRING TO THE MINDS
OF ITS GOOD PATRONS
THE HUNDREDTH AN-
NIVERSARY OF THE
OLDEST RETAIL JEW-
ELRY HOUSE IN NEW
YORK, TOGETHER
WITH SOME FACTS AS
TO ITS DIFFERENT
DEPARTMENTS.

Black, Starr & Frost
Incorporated

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BLACK, STARR & FROST, INC.
DEPARTMENT OF STATIONERY AND PRINTING

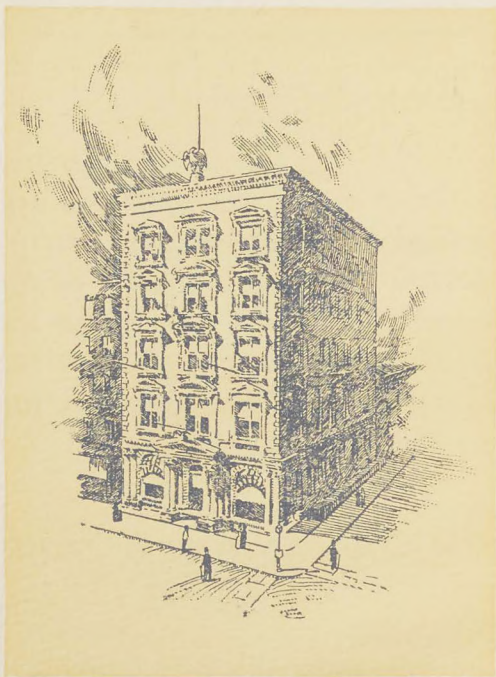
THROUGH ONE HUNDRED YEARS

To our Patrons:

*The appreciation
of our methods of business
which has been so generously
bestowed in the past, will be the
incentive which will spur us
to still greater effort, that we
may merit that appreciation
in the future.*

*Very sincerely,
Black, Starr & Frost.*

*New York,
Nineteen hundred and ten*



565-567 Broadway
From 1861 to 1876



The Contents of this Book

Through One Hundred Years . . .	9
The Jewelry of Time . . .	15
Birth Stones . . .	24
Wedding Anniversaries . . .	25
Our Departments , , .	27





251 Fifth Avenue
From 1876 to 1898




The Order of Arrangement of Illustrations in this Book

Black, Starr & Frost's Building 436-438 Fifth Avenue . . .	Frontispiece
565-567 Broadway	4
251 Fifth Avenue	6
The Jewelry of Time	17-23
Pearls	26
Tea Set and Tray (Louis XVI)	30
Silver Vase	31
Prize Cups	32
After-Dinner Coffee and Tray (Colonial)	33
Suit Case and Traveling Bag	35
Watches — Gold, and Enameled and Jeweled Cases	38

THROUGH ONE HUNDRED YEARS



Through 100 Years

NE hundred years ago—in 1810—when our house was founded, James Madison was President of the United States; the War of 1812 had not begun; the population of New York City was about 96,000—less than that of Albany or Hartford at the present day. Then

THROUGH ONE HUNDRED YEARS

the site of the Astor House (which was not built until twenty years later) was considered "up-town," being virtually in the suburbs of New York; and the retail shopping district was in what is now particularly "down-town."

The last hundred years have witnessed a wonderful growth of the city of New York, and the importance and size of the retail jewelry business have kept pace with it. The comparatively modest shop of our founder was succeeded by a larger shop, that by a

THROUGH ONE HUNDRED YEARS

still larger, and our present establishment is a result of a continuous growth, so that today this company carries pearls alone to a greater value than the whole stock of the largest and most prominent jewelers of a hundred years ago.

The business was established in the year 1810 at 166 Broadway by Erastus Barton, and the following chronology of the house is interesting:—

Founded in 1810 by Erastus Barton.

Succeeded by Fred'k Marquand.

THROUGH ONE HUNDRED YEARS

Then Marquand & Barton.

Then Marquand & Brothers.

Then Marquand & Co.

1839, Ball, Tompkins & Black.

1851, Ball, Black & Co.

1874, Black, Starr & Frost.

1908, Black, Starr & Frost, Incorporated; the incorporation being made desirable on account of the deaths of Robert C. Black and Aaron V. Frost.

Within the past hundred years the house has occupied the following locations:—

From 1810, the time of its founding, to 1833, 166 Broadway.

THROUGH ONE HUNDRED YEARS

From 1833 to 1848, 181 Broadway.

From 1848 to 1861, 247 Broadway.

From 1861 to 1876, 565 and 567 Broadway.

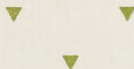
From 1876 to 1898, 251 Fifth Ave., cor. 28th St.

Since 1898, the present location, 436 and 438 Fifth Ave., cor. 39th St.

From its founding—through one hundred years—it has been the aim of this house to furnish to its patrons the best obtainable in jewelry and silverware—that its goods and service should be unexcelled.

THROUGH ONE HUNDRED YEARS

That this endeavor has been appreciated is evidenced by its exceptional growth and the enviable position it holds with the purchasing public; and also by the fact that among its patrons are numbered the grandchildren and great grandchildren of those who first bought from its founders a century ago.



*The
Jewelry
of
Time*





The Jewelry of Time



ON the following pages are a few illustrations of some famous and beautiful pieces of jewelry of different countries and ancient times.

While the originals of these pieces are not purchasable, and may be seen only in the great museums, they are, nevertheless, interesting on account of their real beauty and true worth.

This suggests to us that in buying jewelry we should bear in mind that the purchase of today may become the heirloom of the future.

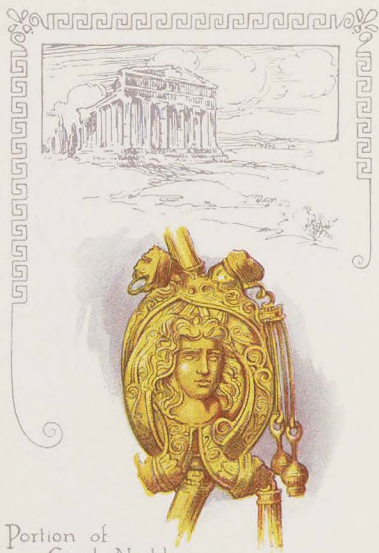


Piece of Egyptian Jewelry
945 - 745 B. C.

PIECE OF EGYPTIAN JEWELRY

THE piece of Egyptian Jewelry illustrated is of the time of the 22nd dynasty, which extended from about 945 to about 745 B. C.

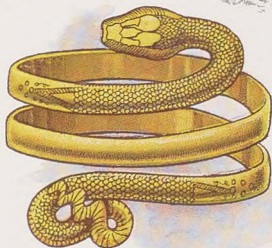
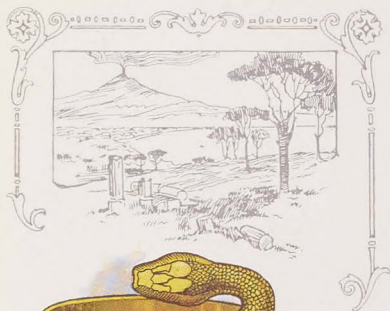
In the Louvre,



Portion of
Greek Necklace -
about 400 B. C.

*PORTION OF GREEK
NECKLACE*

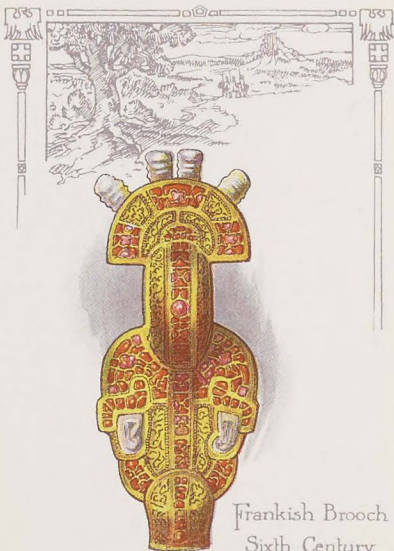
GREEK necklace of gold. About
400 B. C.
In the Hermitage Museum.



Roman Bracelet -
First Century

BRACELET FOUND IN POMPEII

ROMAN and of about the First
Century.



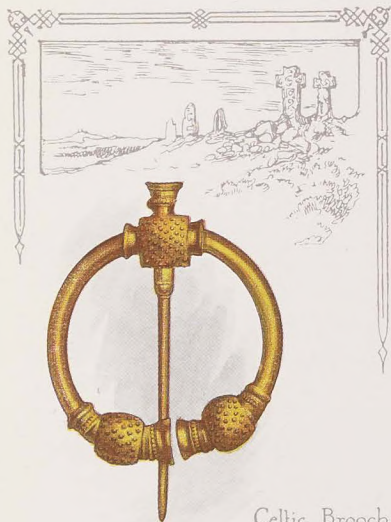
Frankish Brooch
Sixth Century

*FRANKISH OR ANGLO-SAXON
BROOCH*

THIS brooch is silver, gilt upon the upper side, with a cloisonné inlay of garnets, and further ornamented with gold filigree.

Of about the Sixth Century.

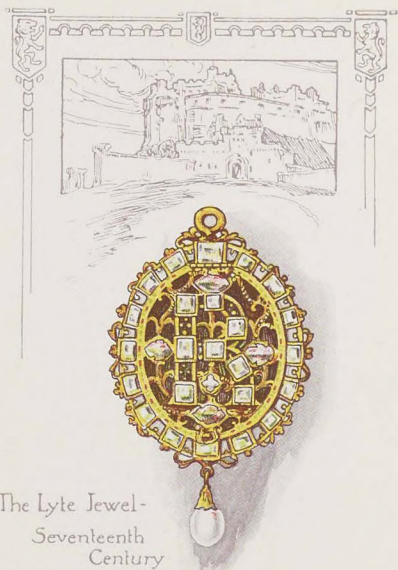
In the Bavarian National Museum.



Celtic Brooch -
Eleventh Century

"ARBUTUS BROOCH"

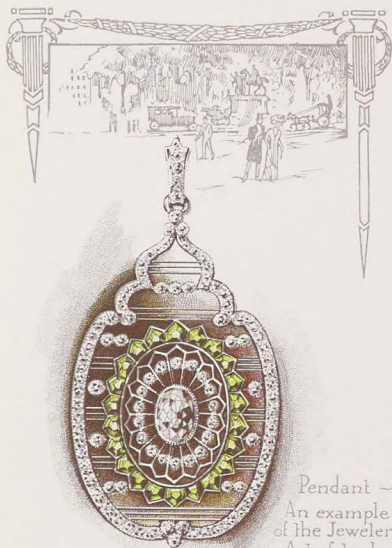
CEL^{TIC} Brooch of about the Eleventh Century. Among penannular brooches particularly, must be noted the "arbutus brooch." In this the two ends of the divided ring are formed into the semblance of an arbutus berry. The finest examples of this type are at Dublin in the Museum of the Royal Irish Academy.



The Lyte Jewel-
Seventeenth
Century

THE LYTE JEWEL

THE Lyte Jewel was given by James I. to Thomas Lyte, of Lyte's Cary, Somerset, who died 1638. It is seen in his portrait, a copy of which is in the possession of Sir Henry Maxwell Lyte, K. C. B.
In the British Museum.



Pendant ~
An example
of the Jeweler's
Art of to-day

PENDANT

THIS pendant, one of our own productions, was selected from among a number of pieces on display in our salesroom.



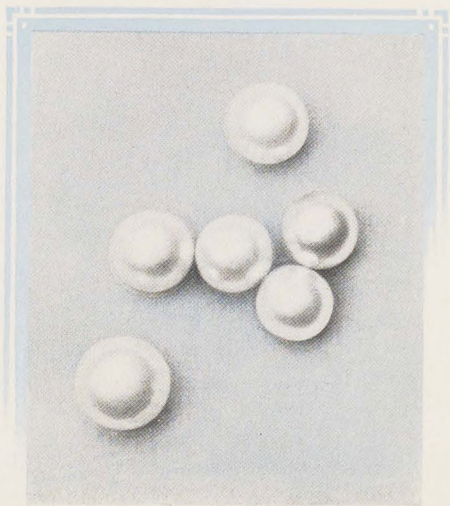
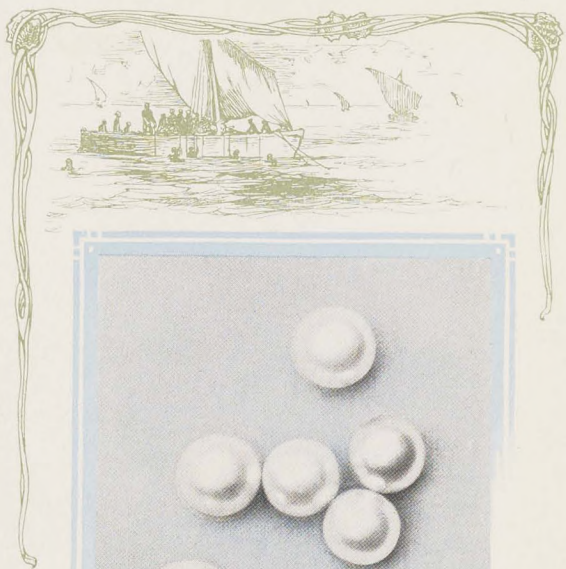
Birth Stones

<i>January</i>	.	.	Garnet
<i>February</i>	.	.	Amethyst
<i>March</i>	.	.	Bloodstone
<i>April</i>	.	.	Diamond
<i>May</i>	.	.	Emerald
<i>June</i>	.	.	Agate
<i>July</i>	.	.	Ruby
<i>August</i>	.	.	Sardonyx
<i>September</i>	.	.	Sapphire
<i>October</i>	.	.	Opal
<i>November</i>	.	.	Topaz
<i>December</i>	.	.	Turquoise



Wedding Anniversaries

<i>First</i>	.	.	.	Cotton
<i>Second</i>	.	.	.	Paper
<i>Third</i>	.	.	.	Leather
<i>Fourth</i>	.	.	.	Books
<i>Fifth</i>	.	.	.	Wooden
<i>Sixth</i>	.	.	.	Garnet
<i>Seventh</i>	.	.	.	Woolen
<i>Eighth</i>	.	.	.	Bric-a-Brac
<i>Ninth</i>	.	.	.	Topaz
<i>Tenth</i>	.	.	.	Tin
<i>Twelfth</i>	.	Silk and Fine Linen		
<i>Fifteenth</i>	.	.	.	Crystal
<i>Twentieth</i>	.	.	.	China
<i>Twenty-Fifth</i>	.	.	.	Silver
<i>Thirtieth</i>	.	.	.	Pearl
<i>Thirty-Fifth</i>	.	.	.	Sapphire
<i>Fortieth</i>	.	.	.	Ruby
<i>Fiftieth</i>	.	.	.	Golden
<i>Seventy-Fifth</i>	.	.	.	Diamond



PEARLS



Departments



OUR assortment of diamonds and precious stones is always large and of great variety. We import direct, and our connections in the principal markets of the world give us exceptional opportunities for purchasing desirable stones.

PRECIOUS STONES

The pearl—whose natural beauty needs no hand of man to bring to perfection—has always been a favorite of our house and of its individual members, and it naturally follows that experts having especially fine specimens to offer, and buyers who are

THROUGH ONE HUNDRED YEARS

looking for choicest gems, alike, naturally seek us.

Our collection of pearls, mounted and unmounted, forms a display of striking beauty, and should be examined by lovers of this most attractive gem.

All mountings are manufactured in our own factory, by our own employees and under our own supervision. This enables us to produce mounted jewelry in particularly attractive settings and from exclusive designs.

We give particular attention to mounting, in special designs, unset stones selected by the purchaser.

▼ ▼

JEWELRY In this department will be found a large and carefully selected stock, comprising novelties of the moment as well as more conventional goods of pleasing patterns, and includes Brooches, Rings, Pins, Chains, Lockets, Buttons, Necklaces, Bracelets, Hair Ornaments, Pendants and Earrings.

THROUGH ONE HUNDRED YEARS

The line is not only large, but chosen with discrimination as to what is best and most desirable, and comprises articles both useful and decorative.

STERLING SILVERWARE

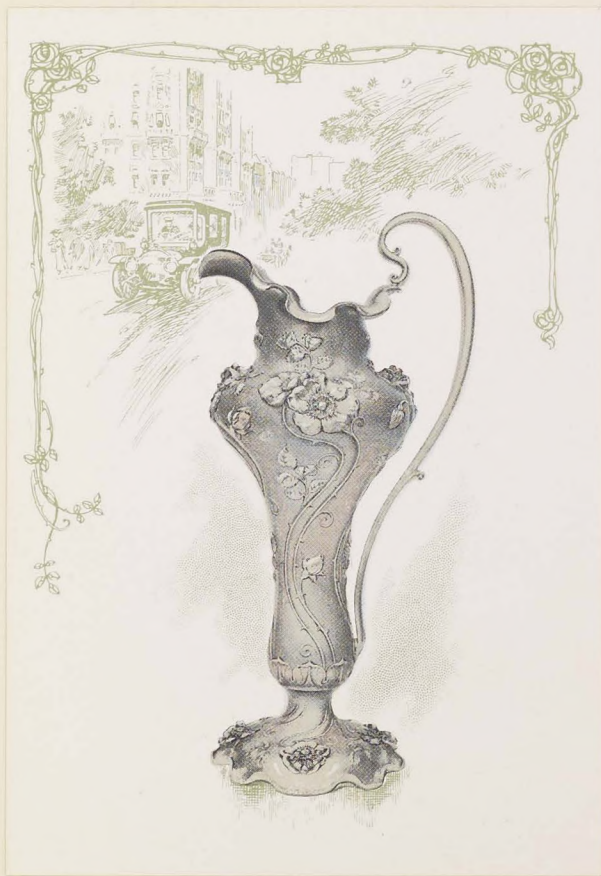
Dinner Services, Tea Services, Dessert Services, and Flatware of every kind—Knives, Forks, Spoons, Ladles, and other articles for table use—occupy a prominent place in this department and are shown in all designs, from the most simple to the most ornate.

In this department will be found Smokers' Sets, Inkstands, Tankards, Bowls, Loving Cups, Candlesticks, Fruit Dishes and Vases in great variety.

A special feature of this department is the designing and making of articles suitable for prizes and trophies and also the production of original conceptions in silver as appropriate pieces for presentations. We are always pleased to confer with committees or individuals concerning such matters, and are prepared to furnish drawings and estimates.



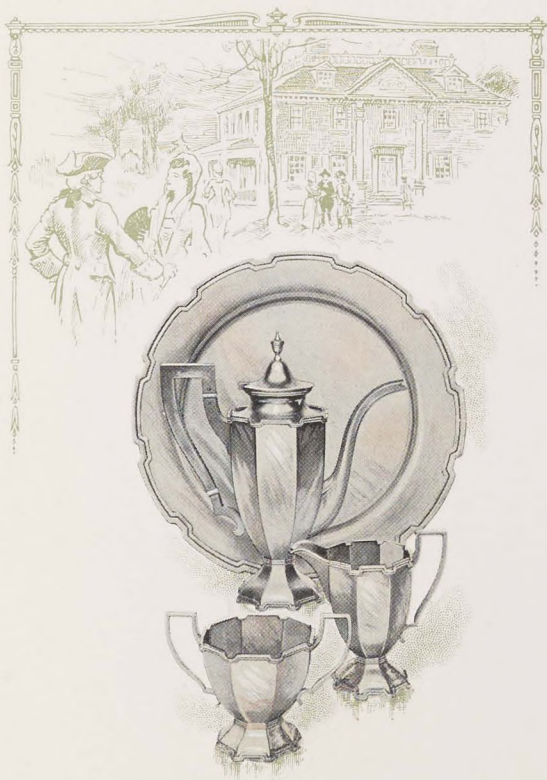
TEA SET AND TRAY
(Louis XVI.)



SILVER VASE



PRIZE CUPS



AFTER-DINNER COFFEE AND TRAY
(Colonial)

THROUGH ONE HUNDRED YEARS

DESIGN AND INSIGNIA

Our Designing Department is composed of experts who have devoted years to this calling, and is employed not only in producing new and unique suggestions for our counters, but is at the service of patrons desiring special work.

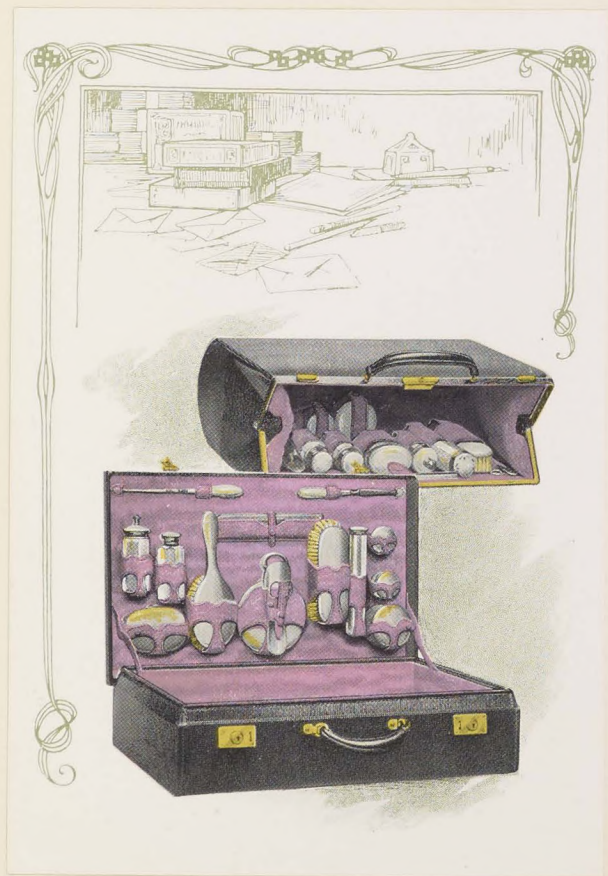
We furnish Pins, Badges, Charms, Medals and Buttons for use by members of all fraternities and societies.



STATIONERY

This department is prepared to execute, in a superior and artistic manner, all orders for Printing, Embossing, Engraving, Etching, Diesinking, Seal Cutting and Stamping, as well as hand work in illuminating and painting.

In the matter of social stationery, including Wedding Invitations, Announcements, and invitations to social functions, knowledge as to the latest mode and correct form of expression is particularly essential. We are constantly in touch with the most recent and



SUIT CASE AND TRAVELING BAG

THROUGH ONE HUNDRED YEARS

approved usages, and are always pleased to give our customers the benefit of our knowledge and experience.

In placing orders for Stationery, particularly engraved or embossed work, as much time as possible should be given in order that they may not be hurried. Ordinarily, a week's time is required on visiting cards, and from ten days to two weeks for engraving invitations. We are, however, prepared, in cases of emergency, to execute work with particular promptness, and are pleased to accommodate in every way possible.

In the matter of Coats-of-Arms and Genealogies, correctness is necessary, and we are prepared to make careful research and explorations as to these.

LEATHER GOODS

Everything that is newest and choicest in Leather Goods will be found in this department — Pocket Books, Purses, Writing Cases, Card Cases, Light-weight Traveling Bags and Suit Cases fitted in gold,

THROUGH ONE HUNDRED YEARS

silver, ivory and turtle ebony, Satchels, Portfolios, Belts, and Desk Furnishings, besides many other articles. All these are furnished either in plain leathers or richly trimmed with silver or other metals.

We are also prepared to apply ornaments, initials or monograms from special designs.

▼ ▼

We appreciate the desire of purchasers for reliable Watches and we carry the most dependable of foreign and American movements, including Watches of our own manufacture. All these we have in a great variety of cases, among them jeweled cases, cases finished in enamel, and engraved cases.

▼ ▼

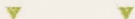
Our stock is replete with Clocks of all kinds — American and foreign, mantel clocks, hall clocks, clocks for every purpose, large and small, from those with



WATCHES
Gold, and Enameled and Jeweled Cases

THROUGH ONE HUNDRED YEARS

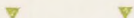
the most elaborate decorations to those quite simple in design.



Our facilities for doing all kinds of repair work which is in any way connected with our line of business are unexcelled. We make a specialty of repairing diamond and gem settings and jewelry, and also give careful attention to all articles calling for care and experience.

REPAIRS

All repairing is done in our own factory by men of skill and training.



Our Mail Order Department is perfectly organized and is a prominent feature of our business. It is in charge of a Manager whose whole time is devoted to it, and we are able to fill all orders by mail with perfect satisfaction to our customers and ourselves.

MAIL ORDERS

THROUGH ONE HUNDRED YEARS

GOODS ON APPROVAL

We send goods on approval to any address in the United States, when so desired.

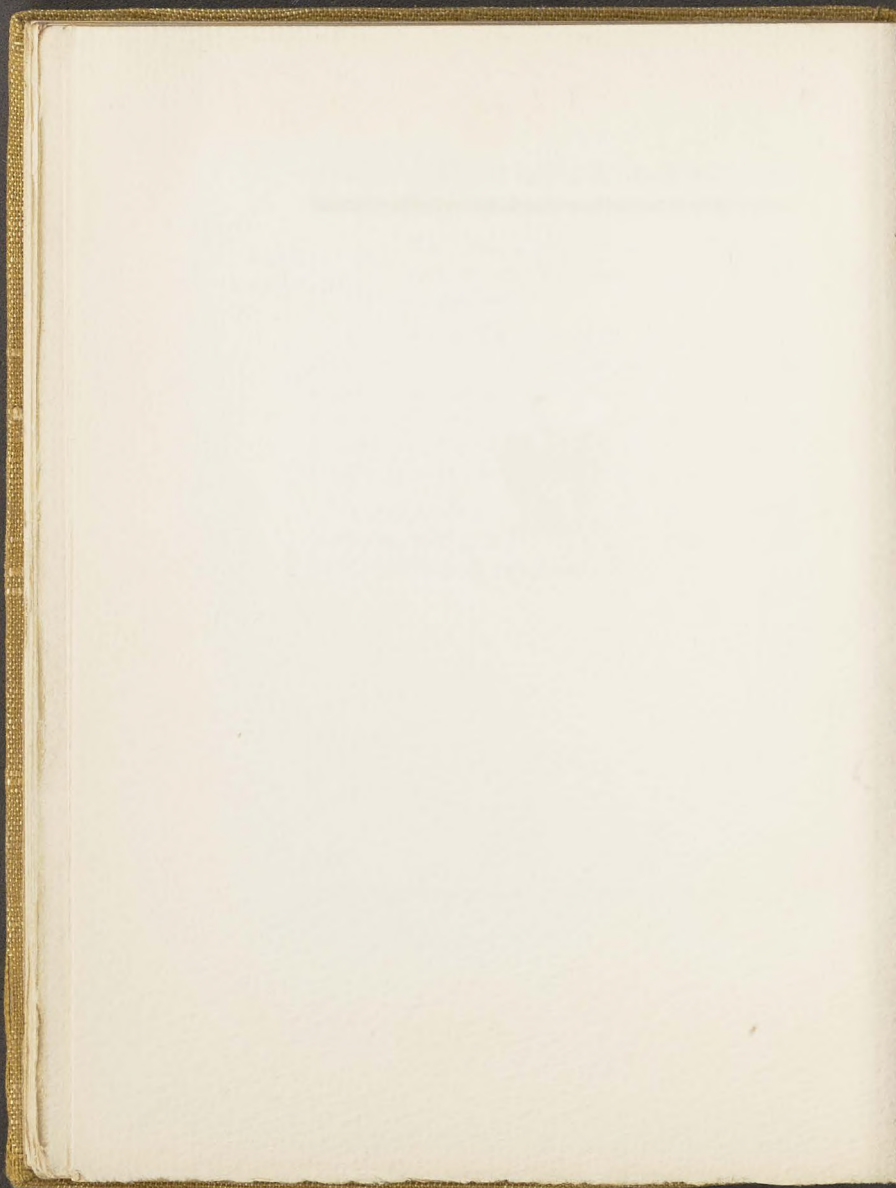
Customers are requested, when writing, to state as fully as possible their preferences if they have them, the kind of goods desired, and also the approximate amounts they desire to pay for them; and, if unknown to us, to kindly give bank or other references.

Every care will be given to the matter of selection, and patrons can rely upon a satisfactory selection being made.

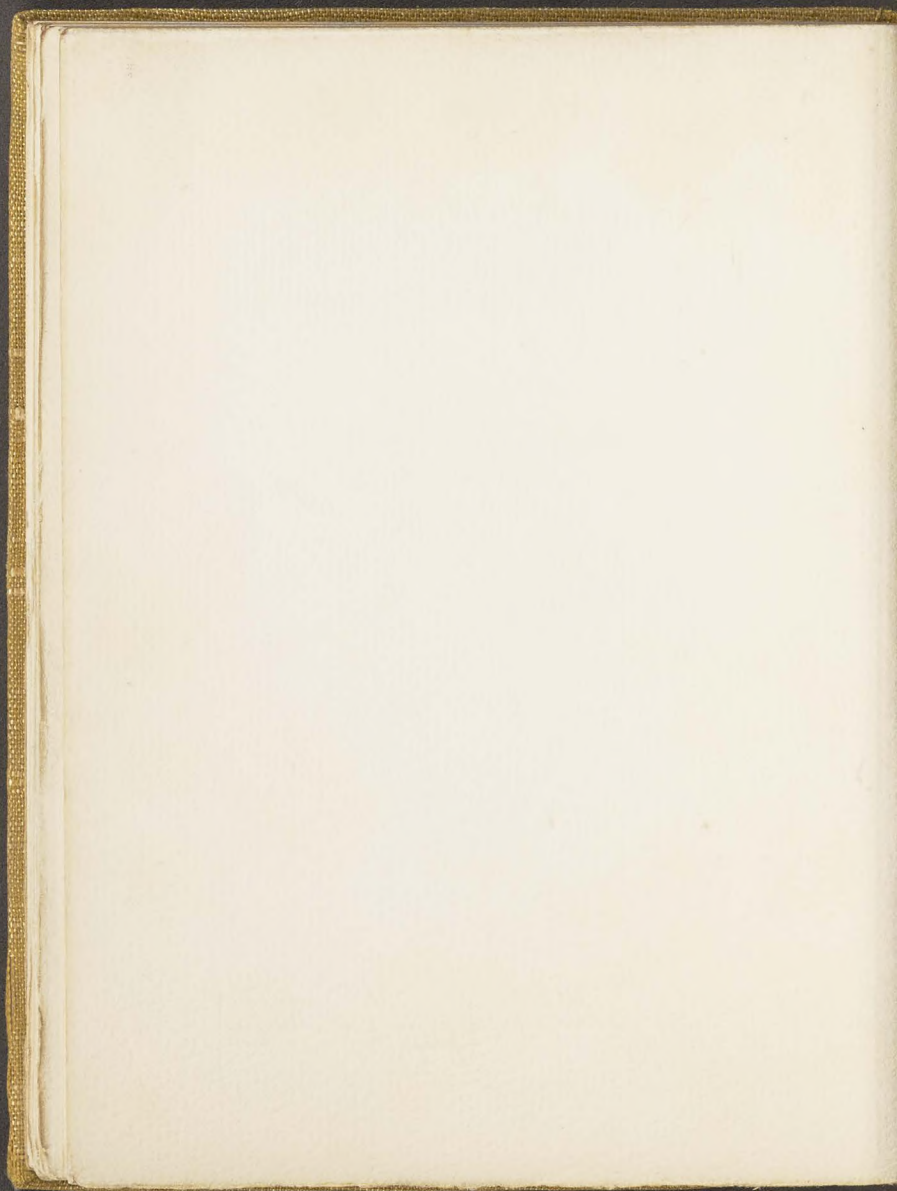
THROUGH ONE HUNDRED YEARS

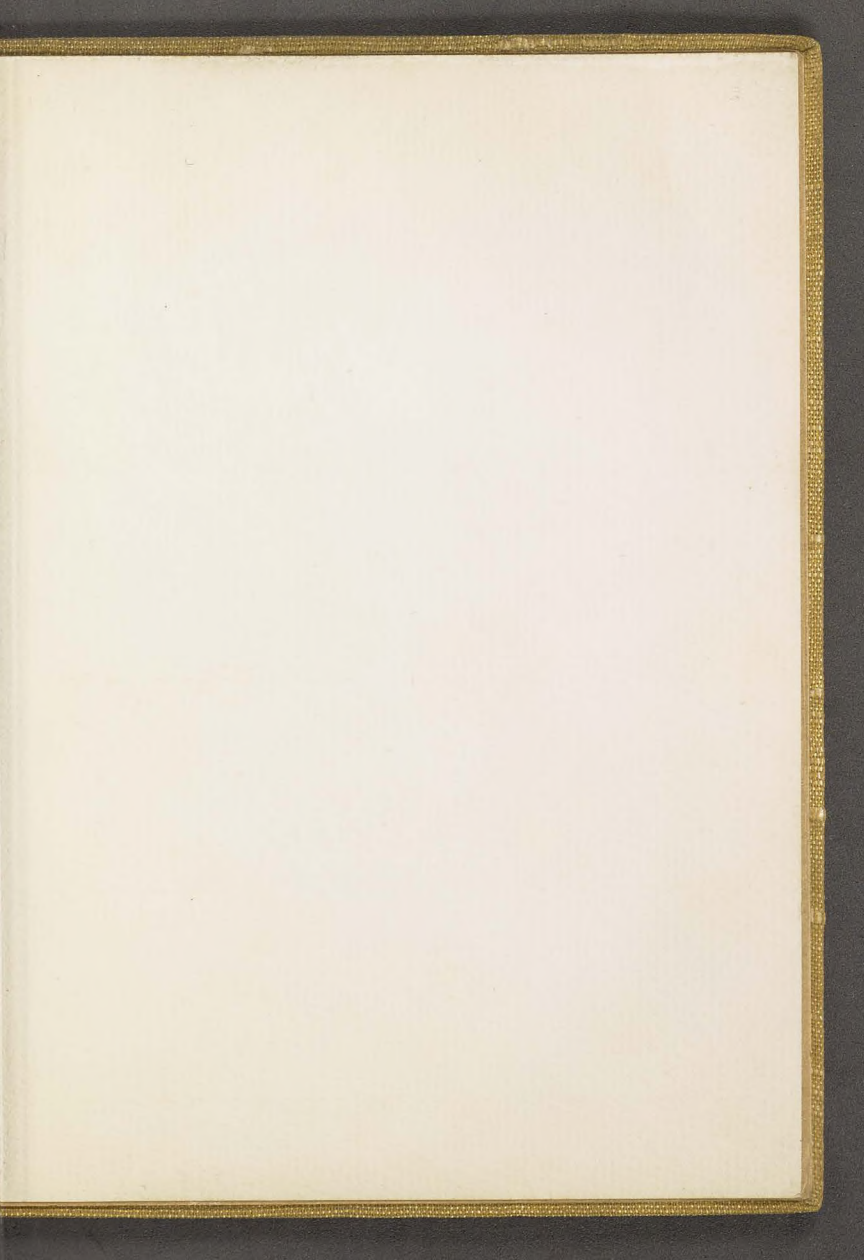


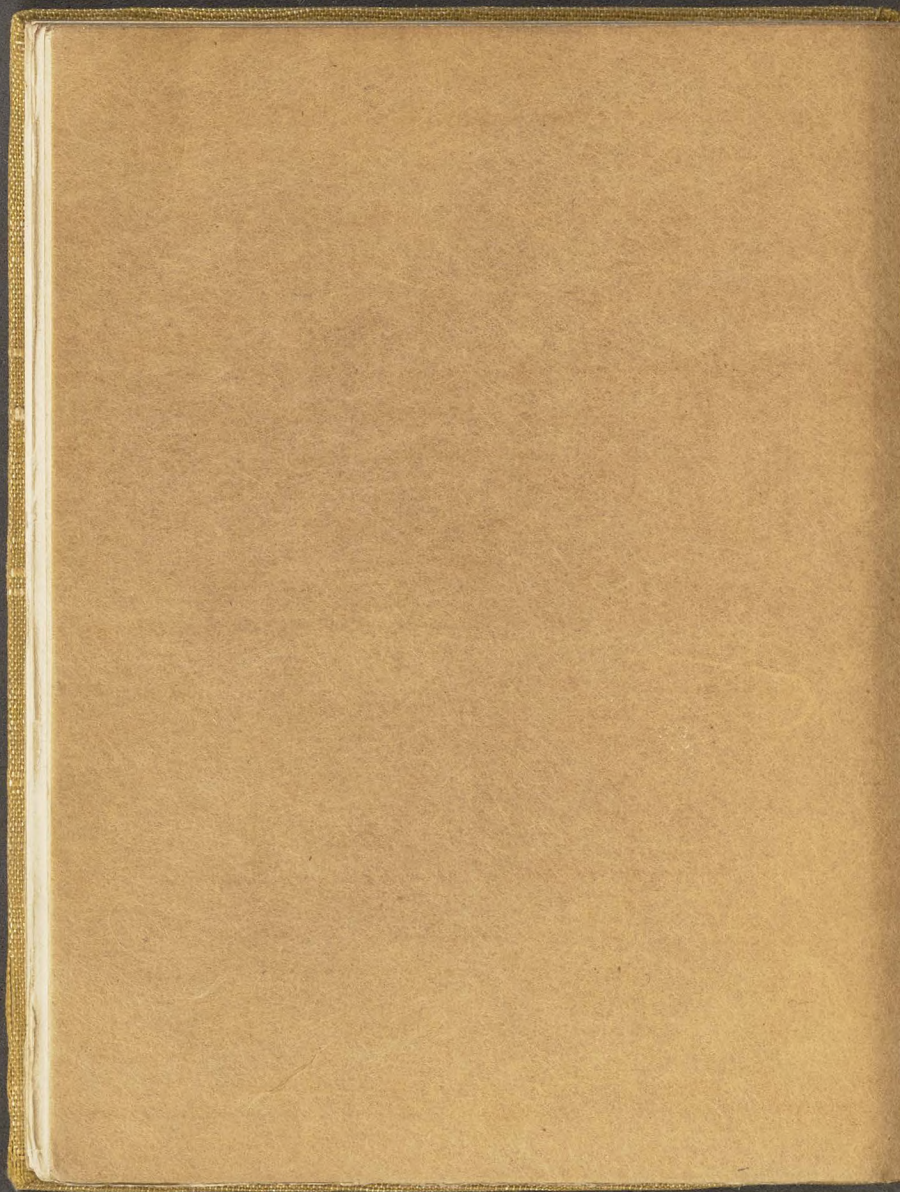
1810-1910











M-0180

